



WESTMINSTER SCHOOL

Engagement Manager (Marketing & Admissions) – person specification

	Criteria	Essential	Desirable
Qualifications/Professional Development	Formal education to at least A Level (or equivalent)	Yes	
	A degree or professional qualification related to the role		Yes
Knowledge/Experience	Experience of working in a similar role/sector	Yes	
	Proficiency with Microsoft Office (Word, Excel, PowerPoint)	Yes	
	Experience in collecting and tracking data to help make informed decisions	Yes	
	Experience in admissions and/or marketing within an independent school		Yes
	Experience in acting as an in-person advocate for an organisation		Yes
	Experience with CRM systems (e.g., iSAMS, OpenApply or equivalent)		Yes
	Experience with Adobe (Acrobat, InDesign, and Photoshop)		Yes
	Ability to write correspondence in a friendly and professional manner		Yes
	A knowledge of admissions trends in education		Yes
	A knowledge of independent schools		Yes
	Knowledge of safeguarding	Yes	
	An understanding of, and commitment to, the School's Equal Opportunities policies and a willingness to promote equality of opportunity in all aspects of their work	Yes	
Skills and abilities	The ability to manage a series of projects running simultaneously	Yes	

	A commitment to good customer service	Yes	
	First class planning and organisational skills	Yes	
	Excellent written and verbal English	Yes	
	The ability to prioritise tasks	Yes	
	Self-motivation and drive, along with an ability to work in a team	Yes	
	Excellent attention to detail	Yes	
	The ability to be enthusiastic and hardworking, with a positive attitude	Yes	
	The ability to interact comfortably and create strong working relationships with people of all backgrounds and seniority	Yes	